

An aerial photograph of a city, likely Philadelphia, showing a dense urban landscape with various buildings, streets, and green spaces. The image is overlaid with large, semi-transparent geometric shapes: an orange triangle in the top right and a red triangle in the bottom left, both composed of smaller triangles outlined in white. The text 'ELEVATE STRATEGIC PLAN' is centered in the upper half of the image in a large, white, sans-serif font.

# ELEVATE STRATEGIC PLAN

2026-2028



THE  
RIGHT PLACE





PROSPERITY

PLACE

PEOPLE

STRATEGIC PILLARS



# PROSPERITY

# PROSPERITY INITIATIVES

Support the existing business community with proactive outreach and programming to ensure they grow and remain in Greater Grand Rapids.

Conduct extensive, proactive business attraction campaigns focusing on our target industries of advanced manufacturing, health science, and technology.

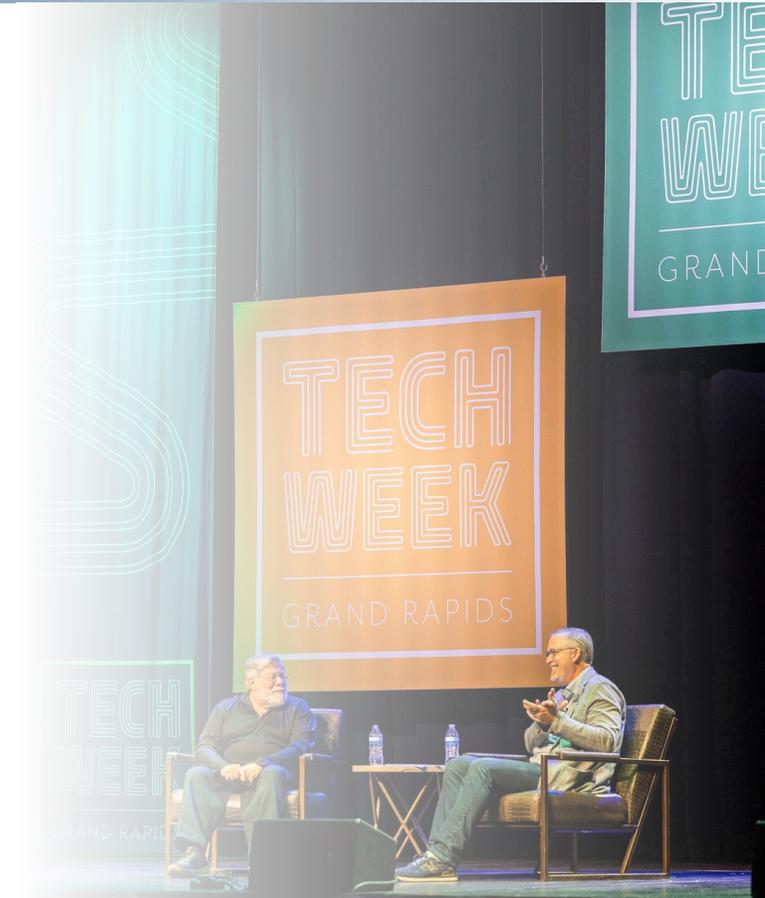
Support manufacturers to diversify their customer base, adopt new technologies, and expand the region's manufacturing expertise.



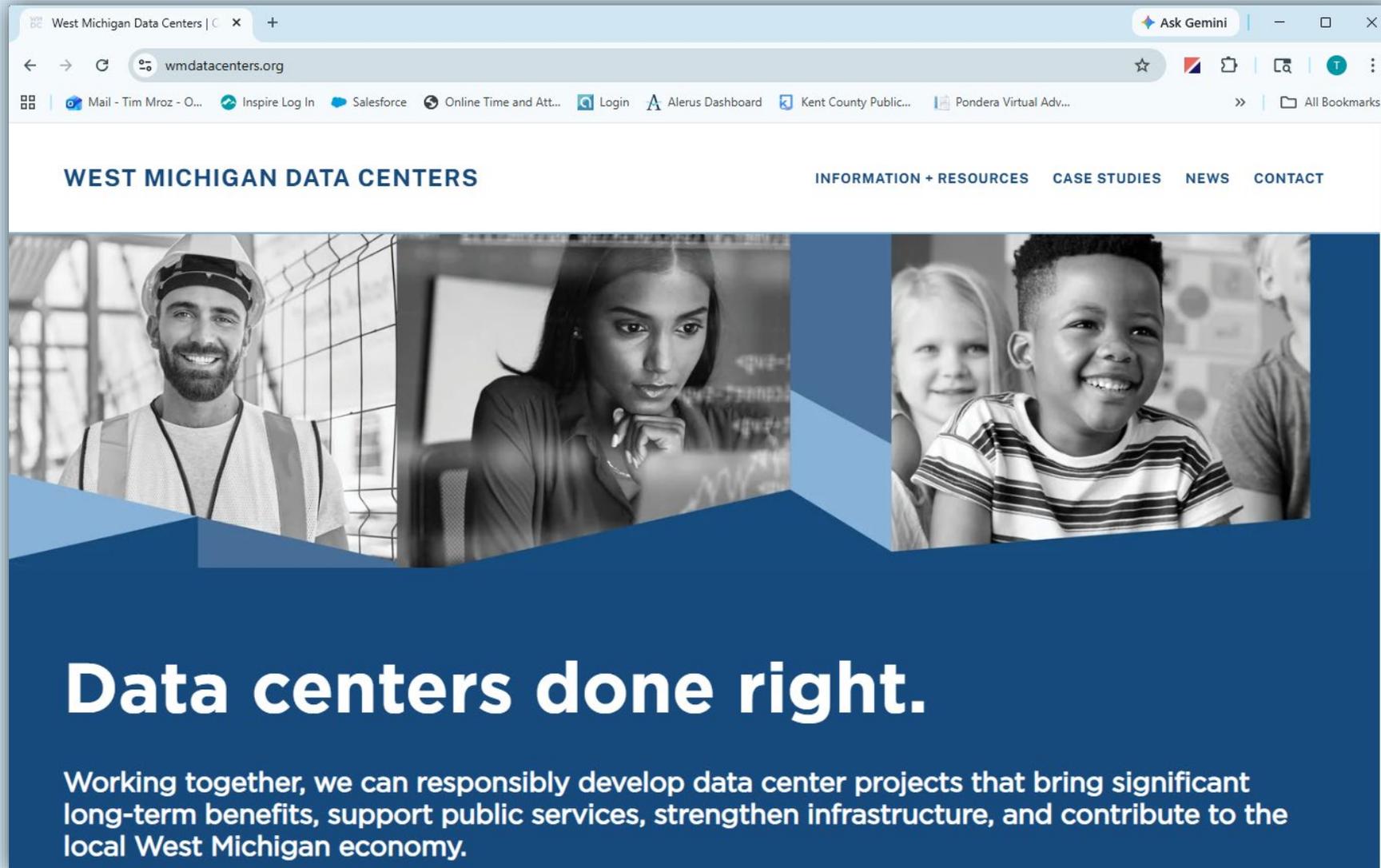
# PROSPERITY INITIATIVES:

## Ways to Get Involved

- ✓ Support manufacturers entering aerospace and defense Participate in our defense diversification initiative and help companies expand into high-growth sectors.
- ✓ Strengthen key industry networks  
Join our Manufacturers, Supply Chain, or Technology Council(s) and help drive innovation and regional competitiveness.
- ✓ Elevate Greater Grand Rapids as a tech hub  
Host an event or join a committee for Tech Week Grand Rapids and help showcase our innovative ecosystem.



# www.wmdatacenters.org



West Michigan Data Centers | C x +

Ask Gemini | - □ ×

wmdatacenters.org

Mail - Tim Mroz - O... Inspire Log In Salesforce Online Time and Att... Login Alerus Dashboard Kent County Public... Pondera Virtual Adv... All Bookmarks

**WEST MICHIGAN DATA CENTERS** INFORMATION + RESOURCES CASE STUDIES NEWS CONTACT



**Data centers done right.**

Working together, we can responsibly develop data center projects that bring significant long-term benefits, support public services, strengthen infrastructure, and contribute to the local West Michigan economy.



**PLACE**

# PLACE INITIATIVES

Support the creation and activation of build-ready sites across industrial, office, commercial, mixed-use, and residential housing sectors.

Collaborate and support municipal partners to make Greater Grand Rapids one of the most connected, growth-oriented regions across the country.

Work with the Gerald R. Ford International Airport to expand and increase nonstop service supporting the business community.



# PLACE INITIATIVES:

## Ways to Get Involved

- ✓ **Influence the next wave of development**  
Join the Real Estate Development Council and collaborate with leading developers and real estate professionals.
- ✓ **Advance catalytic infill projects**  
Help identify, evaluate, and move forward transformative urban development opportunities across our six-city metro area.
- ✓ **Position West Michigan as an outdoor destination**  
Serve as an Outdoor Recreation Resource and help elevate regional investment and visibility in outdoor assets.
- ✓ **Support public art in West Michigan**  
Serve as a catalyst to support the growth of public art projects increasing community vibrancy.





# PEOPLE

# PEOPLE INITIATIVES

Expand employer engagement with K-12, higher ed institutions, and workforce development orgs.

Position Greater Grand Rapids as a premier destination for talent.

Serve as a central resource leveraging our Talent Report and business intelligence gained from our local business retention visits.



# PEOPLE INITIATIVES:

## Ways to Get Involved

- ✓ **Help secure 100 employer–education partnerships**  
Join our virtual strategy session and play a direct role in connecting companies with local education and workforce partners.
- ✓ **Welcome and retain new talent in Greater Grand Rapids**  
Serve as an Ambassador to connect emerging professionals to opportunity, community, and resources.
- ✓ **Invest in the next generation of leaders**  
Participate in Intern Connect and engage up to 600 interns exploring careers in our region.



An aerial photograph of a city, likely New York City, showing a dense urban landscape with various buildings, streets, and green spaces. The image is overlaid with large, semi-transparent geometric shapes: a grid of orange squares in the top right and a grid of red squares in the bottom left, both with white outlines. The word "QUESTIONS?" is centered in the middle of the image in a large, white, sans-serif font.

QUESTIONS?



THE  
RIGHT PLACE

14